

Rep Order# 6861304 Ver# 3 Status Revised Traffic Order# 213015

Printed: 10/26/2012 2:05 PM
Last Received: 10/26/2012 1:58 PM

Showing Buylines: All Rep Revised Lines
SC=*

1 of 2

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser ().REFORM NM NOW
Product NINE DAYS REF NM NOW
Estimate# 313
Buyer Betsy Vonderheid
Phone#
Fax#

Agency () STEVENS REED CURCIO & POTHOLM
201 NORTH UNION STREET, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 51/104/313
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

REV TO ADD TO SKED
ATTN ALL LINES
ATTN NEW TTL
PLEASE CFN
THANKS

*JWg
10/26/112*

In	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	---
15			10/29-11/02	\$2,000.00	1:30	3	1	M-F	10P-1035P	\$6,000.00	3	

---SALES MONTHLY TOTALS---

Report Totals: 3 / \$6,000.00

Nov 12: 35 / \$32,200.00
Sales Totals: 35 / \$32,200.00
Station Totals: 35 / \$32,200.00
Lines not sent/rclcd/rtrn: 0 / \$0.00

---COMPETITIVE---

Market	Totals	\$107,333	CABL	0%	KASA	0%	KASY	0%	KBIM	0%	KOAT	34%
			KOB	36%	KRQE	30%	KWBQ	0%				

---COMPETITIVE COMMENTS---

EST SHARES

Rep Order# 6861304 Ver# 1 Status New
EC'd Yes

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product NINE DAYS REF NM NOW
Estimate# 313
Buyer Betsy Vonderheid
Phone#
Fax#

Traffic Order# **213015**

Printed: 10/05/2012 8:24 AM
Last Received: 10/04/2012 3:54 PM
Showing Buylines: All Lines

1 of 2

Agency () STEVENS REED CURCIO & POTTHOLM
201 NORTH UNION STREET, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 51/104/313
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---
SC=*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		CBS THS MRNG-2<	10/29-11/02	\$300.00	2	:30	3	1	M-F	7A-9A	\$900.00	3
2		CBS THS MRNG-2<	11/05-11/06	\$300.00	2	:30	2	1	M-TU	7A-9A	\$600.00	2
3		SUNDAY MRN-CBS	11/04-11/04	\$800.00	2	:30	1	1	SU	8A-930A	\$800.00	1
4		DOCTORS	10/29-11/02	\$200.00	2	:30	5	1	M-F	9A-10A	\$1,000.00	5
5		DOCTORS	11/05-11/06	\$200.00	2	:30	1	1	M-TU	9A-10A	\$200.00	1
6		KRQE NW13-NOON	10/29-11/02	\$550.00	2	:30	5	1	M-F	12P-1230P	\$2,750.00	5
7		KRQE NW13-NOON	11/05-11/06	\$550.00	2	:30	1	1	M-TU	12P-1230P	\$550.00	1
8		DR. PHIL	10/29-11/02	\$300.00	2	:30	5	1	M-F	3P-4P	\$1,500.00	5
9		DR. PHIL	11/05-11/06	\$300.00	2	:30	1	1	M-TU	3P-4P	\$300.00	1
10		KRQE NWS13-530<	10/29-11/02	\$2,500.00	1	:30	3	1	M-F	530P-6P	\$7,500.00	3
11		KRQE NWS13-530<	11/05-11/06	\$2,500.00	1	:30	1	1	M-TU	530P-6P	\$2,500.00	1
12		KRQE NEWS-10	10/29-11/02	\$2,000.00	2	:30	2	1	M-F	10P-1030P	\$4,000.00	2
13		KRQE NEWS-10	11/05-11/06	\$2,000.00	2	:30	1	1	M-TU	10P-1030P	\$2,000.00	1
14		KRQE NEWS-10	11/04-11/04	\$1,600.00	2	:30	1	1	SU	10P-1030P	\$1,600.00	1

George
10/5/11/2

Rep Order# 6861304 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/05/2012 8:24 AM
Last Received: 10/04/2012 3:54 PM
Showing Buylines: All Lines

2 of 2

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product NINE DAYS REF NM NOW
Estimate# 313
Buyer Betsy Vonderheid
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Fax#

Agency () STEVENS REED CURCIO & POTHOLM
201 NORTH UNION STREET, SUITE 200
ALEXANDRIA, VA 22314
Agency CPI/PZE 51/04/313
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Dates

Rate

Len

Spots /Week

of

Weeks

Day

Time

Total Cost

Spots

LT

Ln Daypart Program

---REPORT TOTALS---

Report Totals: 32 / \$26,200.00

---SALES MONTHLY TOTALS---

Nov 12: 32 / \$26,200.00

Sales Totals: 32 / \$26,200.00

Station Totals: 32 / \$26,200.00

Lines not sent/rclnd/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$87,333

CABL	0%	KASA	0%	KASY	0%	KBIM	0%	KOAT	34%
KOB	36%	KRQE	30%	KWBO	0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

Spot Manager: All,

Alt Order #	Advertiser	Order	Inv. Code (Bo	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 10/29/12												
Station: KRQE												
J6861304	POL/Reform	N	213015 CBS This Morn	9a-10a	:30	P2	[ALL]	NINE DAY	\$313	8:29:02 AM	RNMT1205	\$300.00
J6861304	POL/Reform	N	213015 M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY	\$313	9:58:30 AM	RNMT1205	\$200.00
J6861304	POL/Reform	N	213015 M-F KRQE New	12p-1230p	:30	P2	[ALL]	NINE DAY	\$313	12:04:32 PM	RNMT1205	\$550.00
J6861304	POL/Reform	N	213015 Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY	\$313	3:43:05 PM	RNMT1205	\$300.00
J6861304	POL/Reform	N	213015 LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	\$313	10:06:37 PM	RNMT1205	\$2,000.00
												\$3,350.00
												\$3,350.00
Date: 10/30/12												
Station: KRQE												
J6861304	POL/Reform	N	213015 CBS This Morn	9a-10a	:30	P2	[ALL]	NINE DAY	\$313	8:54:00 AM		\$300.00
J6861304	POL/Reform	N	213015 M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY	\$313	9:50:50 AM		\$200.00
J6861304	POL/Reform	N	213015 M-F KRQE New	12p-1230p	:30	P2	[ALL]	NINE DAY	\$313	12:21:19 PM		\$550.00
J6861304	POL/Reform	N	213015 Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY	\$313	3:15:16 PM		\$300.00
J6861304	POL/Reform	N	213015 KRQE News 13	530p-6p	:30	P1	[ALL]	NINE DAY	\$313	5:58:28 PM		\$2,500.00
J6861304	POL/Reform	N	213015 LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	\$313	10:08:07 PM		\$2,000.00
												\$5,850.00
												\$5,850.00
Date: 10/31/12												
Station: KRQE												
J6861304	POL/Reform	N	213015 LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	\$313			\$2,000.00
J6861304	POL/Reform	N	213015 M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY	\$313	9:08:50 AM		\$200.00
J6861304	POL/Reform	N	213015 M-F KRQE New	12p-1230p	:30	P2	[ALL]	NINE DAY	\$313	12:28:26 PM		\$550.00
J6861304	POL/Reform	N	213015 Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY	\$313	3:50:43 PM		\$300.00
J6861304	POL/Reform	N	213015 KRQE News 13	530p-6p	:30	P1	[ALL]	NINE DAY	\$313	5:49:34 PM		\$2,500.00
J6861304	POL/Reform	N	213015 LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	\$313	10:26:43 PM		\$2,000.00
												\$7,550.00
												\$7,550.00
Date: 11/01/12												
Station: KRQE												
J6861304	POL/Reform	N	213015 LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	\$313			\$2,000.00
J6861304	POL/Reform	N	213015 CBS This Morn	9a-10a	:30	P2	[ALL]	NINE DAY	\$313	8:54:00 AM		\$300.00
J6861304	POL/Reform	N	213015 M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY	\$313	9:34:35 AM		\$200.00
J6861304	POL/Reform	N	213015 M-F KRQE New	12p-1230p	:30	P2	[ALL]	NINE DAY	\$313	12:18:49 PM		\$550.00
J6861304	POL/Reform	N	213015 Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY	\$313	3:24:29 PM		\$300.00
J6861304	POL/Reform	N	213015 KRQE News 13	530p-6p	:30	P1	[ALL]	NINE DAY	\$313	5:49:19 PM		\$2,500.00
												\$5,850.00
												\$5,850.00
Date: 11/02/12												
Station: KRQE												
J6861304	POL/Reform	N	213015 M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY	\$313	9:25:30 AM		\$200.00
J6861304	POL/Reform	N	213015 M-F KRQE New	12p-1230p	:30	P2	[ALL]	NINE DAY	\$313	12:11:43 PM		\$550.00
J6861304	POL/Reform	N	213015 Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY	\$313	3:51:58 PM		\$300.00
												\$1,050.00
												\$1,050.00
Date: 11/04/12												
Station: KRQE												
J6861304	POL/Reform	N	213015 CBS Sunday Mc	8a-930a	:30	P2	[ALL]	NINE DAY	\$313	8:36:00 AM		\$800.00
J6861304	POL/Reform	N	213015 LN Su	10p-1035p	:30	P2	[ALL]	NINE DAY	\$313	10:06:55 PM		\$1,600.00
												\$2,400.00
												\$2,400.00
Date: 11/05/12												
Station: KRQE												
J6861304	POL/Reform	N	213015 CBS This Morn	9a-10a	:30	P2	[ALL]	NINE DAY	\$313	8:53:30 AM		\$300.00
J6861304	POL/Reform	N	213015 M-F KRQE New	12p-1230p	:30	P2	[ALL]	NINE DAY	\$313	12:11:13 PM		\$550.00
J6861304	POL/Reform	N	213015 KRQE News 13	530p-6p	:30	P1	[ALL]	NINE DAY	\$313	5:57:58 PM		\$2,500.00
J6861304	POL/Reform	N	213015 LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	\$313	10:07:52 PM		\$2,000.00
												\$5,350.00

[Sorted by: Date]

Spot Manager: All,



Alt Order #	Advertiser	Order	Inv. Code (Boo	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
												\$5,350.00
Date: 11/05/12												
Date: 11/06/12												
Station: KRQE												
06861304	POL/Reform	N	213015 CBS This Mornir	CBS Early S	:30 P2	[ALL]	NINE DAY	313		8:28:47 AM		\$300.00
06861304	POL/Reform	N	213015 M-F 9a-10a	9a-10a	:30 P2	[ALL]	NINE DAY	313		9:26:15 AM		\$200.00
06861304	POL/Reform	N	213015 Dr. Phil	3p-4p	:30 P2	[ALL]	NINE DAY	313		3:33:47 PM		\$300.00
												\$800.00
												\$800.00
												32,200.00

[Sorted by: Date]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:

KRQE-TV

Date:

10/26/12

I, B Vonderheid

do hereby request station time concerning the following issue:

Reform New Mexico Now

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/29-11/6			

Total Charges: \$32,200.00This broadcast time will be used by: Reform New Mexico Now

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

 Yes

 No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Reform New Mexico Now

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

10/26/12

Date



703-683-9755

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/29-11/6			

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.